



UP GEORGE



11H00 Up George Farm

Wasbank, KZN

Viewing Day Thursday

3rd July 2025

Gratis Vervoer in RSA

Bonsmara Branded Beef

Vrydag 4 Julie 2025

27ste Produksieveiling

70 SP Bulls
Inc Proven Herd sires

70 SP Females
Inc Top Elite Genetics.



LAR20-385

LOT 10

Sire: LAR17-358

LAR21-045

LOT 8

Sire: LAR18-041

LAR22-013

LOT 14

Sire: LAR18-039



LAR21-462

LOT 6

Sire: LAR17-292

LAR21-336

LOT 1

Sire: LAR18-128

LAR21-284

LOT 12

Sire: LAR17-358



LAR22-071

LOT 23

Sire: LAR17-358

LAR22-216

LOT 24

Sire: LAR17-358

LAR22-486

LOT 31

Sire: LAR17-358



LAR22-471

LOT 25

Sire: LAR17-358

LAR22-418

LOT 21

Sire: LAR17-358

LAR22-239

LOT 28

Sire: LAR17-358



LAR22-419

LOT 17

Sire: LAR19-373

LAR22-459

LOT 39

Sire: LAR20-104

LAR22-232

LOT 49

Sire: LAR19-245



LAR22-156

LOT 30

Sire: LAR20-058

LAR22-129

LOT 36

Sire: LAR20-058

LAR22-262

LOT 40

Sire: LAR19-094



LAR22-456

LOT 22

Sire: LAR18-039

LAR22-505

LOT 13

Sire: LAR20-104

LAR22-011

LOT 7

Sire: AG16-952



LAR22-087

LOT 45

Sire: LAR18-016

LAR22-153

LOT 2

Sire: LAR18-121

LAR22-205

LOT 19

Sire: LFR19-014



LAR22-086

LOT 20

Sire: LAR17-467

LAR22-055

LOT 4

Sire: LAR18-016

LAR22-192

LOT 3

Sire: LAR18-121



LAR22-278

LOT 5

Sire: LAR19-144

LAR22-488

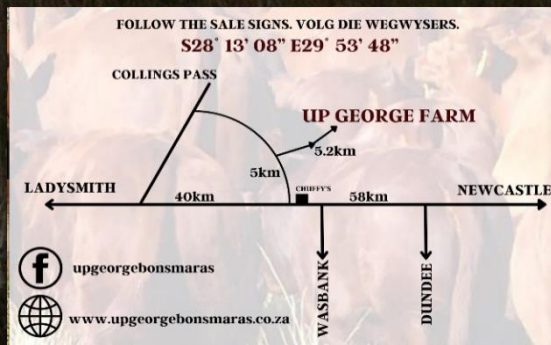
LOT 18

Sire: LAR19-144

LAR22-016

LOT 15

Sire: LAR18-039



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LAR17-358 (13 sons on sale) SIRE: JRP11-073



LAR19-373 (4 son on sale) SIRE: LFR15-032



LAR17-292 (1 son on sale) SIRE: LAR14-173



LAR19-144 (4 sons on sale) SIRE: LAR16-053



LAR20-104 (6 sons on sale) SIRE: LAR18-041



LAR18-041 (1 son on sale) SIRE: LAR14-173



LAR17-467 (3 sons on sale) SIRE: LAR14-064



LAR18-039 (7 sons on sale) SIRE: LAR14-200



LAR18-016 (7 sons on sale) SIRE: LAR14-173

SIRES OF THE BULLS ON SALE - 2025



in the stud herd for 2 breeding seasons

Lot 1. LAR21-336. A perfectly balanced bull to kick off the sale. A bull with an exceptional pedigree, EBV's and a striking looking bull with excellent milk in his family. Lot 1's sire, **LAR18-128**, a bull used successfully on heifers, is out of 2 exceptional breeding lines. His sire **LAR15-117 (Nick Serfontein)** is a brother (same dam) to **Elite Diamond bull LAR16-332**. Lot 1's grandmother is a daughter of Elite Platinum cow **LAR07-212** (101/13 calves) She is in the embryo program with Bella Allianz Bonsmaras. Lot 1's dam **LAR18-044** is a beautiful daughter of **LAR14-173** with Umvozana Bonsmaras, who's grandmother is Elite Gold cow **LAR12-358** (107/8 calves) She has bred exceptional cattle at Essakov Bonsmaras. Lot 1 has a perfect balance between muscling and fleshing giving him exceptional capacity, width and length. A bull with big well formed testes measuring 44 cm, a clean underline, strong over his back with a quality coat. We have used lot 1

and he will have offspring on the sale. We retain a semen share in the bull. A DM free bull.

Calving Ease Value
91

Weaner Calf Value
118

Fertility Value
92

Cow Value
109

Growth Value
113

Birth Mass 30kg Wean Mass 231kg
Height 1080 Length 1299 L/H Ratio 1:25



Lot 2. LAR22-153. A very broad, hardy and well balanced son of **LAR18-121** who has 8 quality sons on sale. This herd sire, **LAR18-121** is a son of the well known herd sire **LFR15-032**, (the sire of **LAR19-373**) out of the maternal grandmother **LAR10-303** who was bought by **Ben Bosch**. This cow **LAR10-303** is the dam of **WBB18-201**, the **LAR14-173** son who has done well in the industry with numerous co-owners. Unfortunately the herd sire **LAR18-121** injured his knee after 2 seasons in the herd. Lot 2's dam **LAR13-093** (100/9, ICP 367) a **LAR07-55** daughter who is still in the herd with 4 of her daughters. Her very productive dam, **LAR04-228** (101/14 calves, ICP 374) died at 17 years old after 14 consecutive calves. Lot 2 is a correct hardy bull with a proud attitude, good top line and strong over the back, has width and capacity. A good all round bull who sells with a strong proven pedigree behind him with milk, fertility, longevity, and very good predicted breeding values.

Calving Ease Value
100

Weaner Calf Value
105

Fertility Value
108

Cow Value
106

Growth Value
102

Birth Mass 33kg Wean Mass 231kg
Height 1115 Length 1376 L/H Ratio 1:23



Lot 3. LAR22-192. Another very impressive son of **LAR18-121** who shows the dark masculine characteristics of his sire. (see Lot 2) Lot 3 was always an impressive bull calf, easily noticed within his group and throughout his stages of development with his capacity, width and masculinity at an early age. Lot 3 has a very impressive dam line with 2 Elite Gold cows and an Elite Silver cow in his line up. Lot 3's sister **LAR21-145**, same dam **LAR16-104**, was sold on the National Bonsmara Female sale in 2024 to Thaba Kwena Bonsmaras and has a very impressive LAR19-373 bull calf. Lot 3's dam, **LAR16-104** (now with Essakov Bonsmaras and has 100% retention for all her 6 calves) is a sister to Lot 4's dam **LAR13-341** (101/7, ICP 370), same dam **LAR08-227**, 106/10 calves. This family breeds good looking, well adapted males and females alike, with exceptional volume and beefing qualities. This bull who should breed exceptional replacement heifers.

Calving Ease Value
87

Weaner Calf Value
102

Fertility Value
111

Cow Value
104

Growth Value
126

Birth Mass 37kg Wean Mass 240kg
Height 1092 Length 1351 L/H Ratio 1:24



cow! Lot 4's dam **LAR19-308** is also a sister to Lot 3's dam sharing the same dam **LAR13-341** (Elite Silver) a truly magnificent cow who is an Embryo Donor cow for Bella Allianz. Lot 4 has a blue blood pedigree of exceptionally good looking animals as well as high performing well adapted cattle with exceptional EBV's. Including a combination of the best females, **LAR10-159**, **LAR02-180**, **LAR13-049**. Excellent on milk, fertility and calf growth. A well muscled broad bull who is Myostatin free. We have used this bull in the Stud herd and we are optimistic about his progeny which is due in September 2025. We retain a semen share.

Calving Ease Value
82

Weaner Calf Value
136

Fertility Value
104

Cow Value
127

Growth Value
130

Birth Mass 36kg Wean Mass 280kg
Height 1144 Length 1430 L/H Ratio 1:24



Lot 5. LAR22-278. A quality son of **LAR19-144 (Thuso Bonsmaras, Lot 1 in 2022)**. A herd sire who has bred extremely good qualities in his progeny, with 4 sons on sale. This sire is out of a good looking and productive **LAR06-224** daughter **LAR16-034**, (108/4) with 100% retention and she is still in the herd). This dam of Lot 5 is a daughter of **LAR11-145** (108/5, Elite Gold Embryo Donor with Baszohn Bonsmaras) who is a sister to the legendary cow **LAR10-159** (dam of **LAR14-173**, **LAR17-358**, **LAR19-319**) with the same dam **LAR02-268** (104/13, Elite Gold) Lot 5 has exceptional qualities. The notable loose skin around the head and dewlap provides several advantages including increased surface area for cooling efficiency and sweat gland efficiency apart from it being attractive. Lot 5 is a correct bull and is a block of beef with the desired width, capacity and masculinity. We have used Lot 5 in the stud herd and one co-ownership has been taken.

Calving Ease Value
92

Weaner Calf Value
110

Fertility Value
89

Cow Value
99

Growth Value
117

Birth Mass 32kg Wean Mass 236kg
Height 1120 Length 1360 L/H Ratio 1:21



Lot 6. LAR22-462. A very attractive 4 star, long bodied, broad son of the popular herd sire **LAR17-292**. Visibly a long bull with a height length ratio of 1:31, short on the leg and a very masculine bull with a strong head and muzzle. (**LAR17-292** is now with Boschoek Bonsmaras) This herd sire **LAR17-292** is one of the best **LAR14-173** sons we have used with 70 progeny in the herd with an average birth mass of 28kg. Lot 6 is an exceptional bull to use on heifers and is line bred to the legendary cow **LAR10-159** (115/11 calves and has bred 3 exceptional herd sires in the industry, **LAR14-173**, **LAR17-358**, **LAR19-319**). Lot 6's dam **LAR15-262** (Sebadja Bonsmaras) is a daughter of **LAR13-032** (Boeram Venter, **LAR10-159** x **BP10-017**) and is out of a **LAR09-281** daughter **LAR12-356**, (114/6 calves). Lot 6 will have progeny on this sale running with their mothers. We have used Lot 6 in 2 breeding seasons in the stud herd. A 4 star bull with an exceptional pedigree and sound breeding values with 131 for calving ease, a weaner calf value of 104 and fertility value of 113.

Calving Ease Value
131

Weaner Calf Value
104

Fertility Value
113

Cow Value
115

Growth Value
93

Birth Mass 30kg Wean Mass 223kg
Height 1000 Length 1309 L/H Ratio 1:31



Lot 8. LAR21-045. Arguably one of the most balanced bulls ever bred at Up George considering his phenotype, pedigree and predicted breeding values. This is the perfect type of bull we strive to breed with width in the chest floor and spring of rib, the perfect skeletal structure to pack as much beef on as possible. A well muscled very broad bull who is Myostatin free. We are truly thankful for this opportunity to offer a bull of this calibre into the beef industry. Lot 8, a proven herd sire with a distinctive proud stature, was used on stud heifers as a year old bull after finishing his D Phase test at 470kgs, with a wean mass of 270kgs from a first calver. He was the top performer with an ADG index of 122 and with a scrotum circumference of 41cm at a year old. **LAR21-045** was already showing signs of a top bull in the making with his early masculinity, volume, capacity and short on the leg despite his high performance. Lot 8 has a birth mass of 28 kgs and the average birth mass of

his 40 calves so far is 30kgs. These traits of a low birth mass and exceptional growth in volume, length, width, and not height, are the desired profitable traits of economic efficiency. These positive traits correlate with high inherent body condition, (fat), earlier maturing and more fertile at a younger age which leads to sustainable profitability. The females with these traits reach oestrous at a younger age and are genetically more fertile. These early maturing, high performing type of cattle are easier fleshing, more fertile and more profitable. You can either "breed fat into cattle, or feed fat into cattle!" (PJ Budler) Lot 8 has this exceptional characteristic of gaining weight fast and economically and maintaining it over time no matter the harsh conditions. He has an incredible Carcass Value of 145. These characteristics are already evident in his first 2 crops of 40 calves. Lot 8's sire **LAR18-041**, is a well used exceptional son of **LAR14-173**, bought by Lawrence Allem (Lot 12 in 2021) with an outstanding dam line with an abundance of milk. Lot 8's dam **LAR18-269**, (101/4, 387 ICP) is a beautiful feminine cow and has bred 2 sons used in the stud so far and has just weaned one of the top bull calves this season. Her sire **LAR14-454**, with a very dark glossy coat, bred beautiful feminine females with exceptional milk coming through from his sire **LAR10-181** (**LAR08-54** son) and his beautiful Elite Gold dam **LAR01-433**. (101/13) Lot 8's granddam **LAR15-373** (103/5, Sebadja Bonsmaras) is a daughter of the legendary cow **LAR10-49** (Elite Gold Embryo donor with Bella Alianza and top price cow in 2023, R650 000) **LAR10-49**, 100% retention for 10 calves and 2 of her sons are top herd sires in the industry, **LAR17-417** and **LAR18-448**. **Lot 8** has a blue blood proven pedigree on both sire and dam sides. 2 semen shares have already been taken from Lot 8. We retain a semen share so the bull sells with 7 semen shares.

Calving Ease Value
103

Weaner Calf Value
139

Fertility Value
104

Cow Value
130

Growth Value
150

Birth Mass 28kg Wean Mass 270kg
Height 1136 Length 1405 L/H Ratio 1:24



Lot 10. LAR20-385. This is a unique situation for Up George to offer 2 exceptional proven herd sires on the same day! **Lot 8 and Lot 10. LAR20-385** is a very sentimental 4 star son of the popular herd sire **LAR17-358**. Lot 10 is a proud bull with an exceptional head, muzzle and "houding". This bull has the perfect capacity and volume with a very tight sheath, straight well formed testes measuring 41 cm, well muscled with no Myostatin genes. A proven herd sire, whose sire, **LAR17-358** (bought by **Boschoek Bonsmaras** and is now with **Essakov Bonsmaras**) has bred exceptional cattle in the Bonsmara industry, both bulls and females. The **LAR17-358** daughters are some of the best young cows in the herd on conformation, sustainability and adaptability with an abundance of milk and beautiful neat udders. This group of **LAR17-358** daughters have an average wean index of 102 for their first and second calves and a high retention. They are exceptionally fertile, early maturing with an early oestrus, well adapted to any climate or terrain. Beautiful A

frame picture perfect females. It is no wonder that **Lot 10, LAR20-385** breeds exceptional females, mostly dark with smooth quality coats, with dark points and the capacity he carries. Lot 10's bull calves show early masculinity with beautiful heads, dark points and good coats and have performed well on the D Phase test with above average on performance, (ave 102 index). **Lot 10's** first crop of calves in 2023 have a 93% retention after weaning and growth tests. Lot 10's dam **LAR08-256**, is a daughter of the well know herd sire **LAR06-224** who's dam is the legend Embryo cow **LAR02-180**, 108/14, with longevity, retention and milk. (died at 22 years old). Lot 10's dam **LAR08-256** (Embryo cow with Baszohn Bonsmaras) is also the sister of the legendary herd sire **LAR07-055**, (same dam **LAR04-160**) who made his mark with **JJ Park of Kingspark Bonsmaras** in the EC. With this genetic combination in **Lot 10**, of the most celebrated Elite Gold cows at Up George, **LAR10-159** and **LAR02-180** it is a given that this bull **LAR20-385** will breed exceptional females as well as bulls. Between these 2 old Elite cows they have produced 10 herd sires used in the stud. The 93 progeny of **LAR20-385** have an average birth mass of 30kg and an average wean index of 102 and a weaner calf value of 129. We have successfully used Lot 10 on heifers as well as cows. We retain a semen share in Lot 10 and 3 semen shares have been taken. The bull sells with 6 shares.

Calving Ease Value
95

Weaner Calf Value
129

Fertility Value
97

Cow Value
114

Growth Value
128

Birth Mass 38kg Wean Mass 243kg
Height 1130 Length 1390 L/H Ratio 1:23



genetic makeup of Lot 12, with their phenomenal milk and fertility, one is quite disconcerted with the milk figure and how misleading this EBV is. All 6 dams in Lot 12's 3 generation pedigree have above herd average milk, they have 44 calves between them with an average of 7 calves per cow, and an average wean index of 104/7. One would surmise there is plenty milk in this pedigree and it is proven so! The **LAR17-358** daughters in the herd are picture perfect feminine cows with an average wean index for both first and second calvers, of 104. Lot 12 has 37 progeny in the herd with an average birth mass of 29kgs, and an average wean index of 101. Lot 12's dam, **LAR18-440** is a beautiful dark fleshy daughter of **LAR15-282** (still with Lawrence Allem at 10 years old). He is one of the best looking **JRP11-73** sons around. His dam **LAR11-350** is a daughter of **LAR07-90**. This is a proven combination resulting in easy fleshing cattle with capacity and are functionally efficient and adaptable. We retain a semen share in this bull, and 1 semen share has already been taken.

Calving Ease Value 114	Weaner Calf Value 118	Fertility Value 105	Cow Value 118	Growth Value 115	Birth Mass 28kg Wean Mass 265kg Height 1112 Length 1371 L/H Ratio 1:23
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are confident that Lot 14 will continue this tradition and become an influential herd sire in the industry. We retain a semen share.

Calving Ease Value 81	Weaner Calf Value 127	Fertility Value 104	Cow Value 113	Growth Value 114	Birth Mass 42kg Wean Mass 260kg
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accurately depict the actual milk production value in his genetic makeup. Substantiating his wean index of 115. It is logical that the female lines should have more influence over the controversial Wean maternal figure as opposed to the sire who has been used for corrected matings in numerous Stud herds. "Adaptability, Functional Efficiency, Fertility and longevity are the profit traits which allows the beef industry to prosper." (PJ Budler) We have used Lot 15 in the stud herd and are confident that this bull will be highly influential in the future of the herd. We retain a semen share.

Calving Ease Value 80	Weaner Calf Value 117	Fertility Value 114	Cow Value 112	Growth Value 114	Birth Mass 38kg Wean Mass 260kg
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Lot 12. LAR21-284. A quality proven 4 star son of **LAR17-358** with an excessive length of body, broad over the back, with exceptional capacity and short on the leg. Lot 12 has correct desirable qualities one looks for in a stud bull. Lot 12 has had great potential right from weaning with his presence, masculinity, early maturing and excellent conformation. He is low on birth mass, 28kg and a good wean weight of 264kg from a first calver, a final D phase test weight of 405kg, index 101, and low on height 77 EBV. The evidence of profitable and sustainable traits coming through strongly. The weight distribution and balance is what we are striving to breed, in length, width and volume. Lot 12's sire, **LAR17-358** tends to get this balance right in his progeny as well as breeding high scoring animals with very correct and desirable traits with 13 sons on sale. **Lot 12's** dam line stems from the legendary herd sire **LAR99-350** who bred numerous founder breeding cows in the herd with milk, fertility and longevity. If one considers the exceptional females in the

Lot 14. LAR22-013. This son of **LAR18-039** (7 sons on sale) is a real looker and has an exceptional pedigree. He is very difficult to fault with his perfect conformation, balance between flesh and muscling without carrying the DM gene. His dam **LAR15-253** (103/6, with 4 daughters in the herd) is the most beautiful and broadest cow on the farm, and is a daughter of the 20 year old legendary Embryo cow **LAR05-151 (102/15)**, who has just weaned her 15th calf. An incredible Elite Bronze cow who has bred 3 influential herd sires including **LAR09-281, LAR18-422, LAR19-342** and the dam, (**LAR08-168**), of herd sire **LAR17-339** (Tambaraine Bonsmaras) An incredible influential family in the Up George herd. Lot 14's sire **LAR18-039** (Essakov Bonsmaras) with 7 impressive sons on sale, is a **LAR14-200** son. With Lot 14's remarkable genetic background with the likes of well known cows **LAR10-152, LAR09-231, LAR96-066, LAR95-050, LAR02-180** (All Elite Gold cows) and **LAR05-151**, all high producing cows with exceptional milk and retention, we

Lot 15. LAR22-016. Another very impressive 4 star son of **LAR18-039** (see lot 14) who is line bred to the picture perfect stalwart Elite Gold cow **LAR10-152**, who is still in the herd with her 12th calf. She is the dam of herd sire **LAR14-200**, as well as the dam of **LAR16-009** (dam of Lot 15). This impressive dam **LAR16-009**, (105/4) unfortunately died when Lot 15 was a calf. A great loss as she was following closely in her dam, **LAR10-152's** footsteps, denying her the opportunity to continue to be one of the most special cows in the herd. Lot 15, has an incredible Wean Direct figure of 132, which depicts the high milk producing qualities in this family and over shadowing the contentious Wean maternal figure which should be ignored as it has only a 30% accuracy/predictability and rather take note of the **Weaner Calf Value** which is **117**.. It was once indicated that to get a more accurate milk figure, was to take an average of the Wean direct and Wean maternal figures whereby Lot 15 would have a more reliable figure of 103 which will more

Lot 16. LAR22-230. One of the top 4 star **LAR17-358** sons on sale with a truly magnificent short thickset high producing young dam **LAR19-502**. (112/3 calves) with an Elite Gold grandmother **LAR07-223** (105/9). Lot 16's dam line stems from the magnificent cow **LAR10-194** (Embryo cow in the Westbourn herd) Lot 16, a very correct well balanced early maturing bull with excellent predicted breeding values, Weaner calf index of 121 & wean direct of 123 & post wean of 122. In harsh conditions with extensive terrain, the animals with a high Post Wean, are the ones that thrive & continue to perform after weaning under any harsh conditions. These are the profitable animals we need to take note of producing quality red meat off the veld. They are the fundamental building blocks of sustainable profitable herds. Lot 16, a bull with a low birth mass of 25kgs, confidently recommended to open heifers, with sustainable performance & growth figures. We have used this bull in the herd and we retain a semen share.

Calving Ease Value 113	Weaner Calf Value 121	Fertility Value 103	Cow Value 118	Growth Value 114	Birth Mass 25kg Wean Mass 240kg Height 1130 Length 1340 L/H Ratio 1:19
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bull with exceptional breeding values on milk and growth depicting sustainability in producing excellent heifer replacements as well as herd sires. The sustainability of the fundamental building blocks of a breeding cow herd, is one of the most important features of longevity and profitability in a herd. A bull light on birth, 28kg and the top performer on his D Phase test with an index of 118, and an incredible height/length ratio of 1:25.

Calving Ease Value 90	Weaner Calf Value 117	Fertility Value 96	Cow Value 108	Growth Value 132	Birth Mass 28kg Wean Mass 215kg Height 1090 Length 1360 L/H Ratio 1:25
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Lot 17. LAR22-419. The first LAR19-373 son on sale. A quality young bull with extreme potential to make his mark in any beef herd. A dark smooth coated son of the well known herd sire LAR19-373, (bought by Sebadja Bonsmaras) a record price bull who was a gold medal winner in the Africa/Asia "ORB World Bull of the Year" competition. A worthy winner with his show stopper good looks, performance and sustainable genetic configuration. We have used and kept 2 sons of **LAR19-373** so far to continue his legacy in the Up George herd. Lot 17 is out of a very good looking Elite Gold cow **LAR09-227** (110/9 calves, daughter of **LAR04-287**) who is an Embryo cow with Bella Allianza Bonsmaras. Lot 17 has an impressive dam line with 4 Elite Gold high producing dams with an impressive retention rate of their offspring in the herd. He is line bred to one of the most influential herd sires **LAR04-287**, who is the sire of **LAR19-373's** dam **LAR08-245**, still in the herd with her 14th calf. (104/12) as well as the sire of the dam of Lot 17 **LAR09-227**. This young quality



Lot 18. LAR22-488. A very attractive young bull with a sustainable and proven genetic configuration. His dam **LAR18-290** is a daughter of **LFR15-032**, (sire of **LAR19-373**) and is the sister of well know herd sires **LAR14-173**, **LAR17-358**, **LAR19-319**, (same legendary dam **LAR10-159**). This dam **LAR18-290** is the perfect type of cow we strive to breed with capacity, depth and femininity and with a beautiful udder. Lot 18, a stylish, deep fleshy bull with capacity, width, a quality smooth coat and with traits required for a top herd sire. Lot 18's sire **LAR19-144** (Thuso Bonsmaras, Lot 1 in 2022) has 4 sons on sale. (See Lot 5) This sire is a quality herd sire with attractive loose skin and wrinkles, which is a sustainable trait in temperature control in hot humid areas, increasing the surface area for sweat glands to expel heat. This is important selection criteria for Bonsmara breeders in South America. A loose hide also manifests easy fleshing and growth as in Lot 18. We have used Lot 18 in the stud herd. We retain a semen share in this bull.

Calving Ease Value 98	Weaner Calf Value 113	Fertility Value 87	Cow Value 101	Growth Value 122	Birth Mass 33kg Wean Mass 215kg Height 1070 Length 1280 L/H Ratio 1:20
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Lot 22. LAR22-456. Another impressive son of **LAR18-039** (see lots 14 and 15) Lot 22, an attractive bull with an attractive pedigree. His dam **LAR17-474** is a daughter of Elite Gold cow **LAR09-231** (105/12, Embryo donor with Johan Goosen) who is the dam of 3 impressive herd sires, **LAR12-026**, **LAR16-453** (both with Boeram Venter) and **LAR20-520** who is the semen donor bull for Bella Allianza Bonsmaras embryo program) Lot 22's maternal grand sire is **LAR14-064**, (**LAR09-281** son) a famous bull in his own right bought by Nick Serfontein and now with Sebadja Bonsmaras. This herd sire **LAR14-064's** dam is Elite Gold Embryo Donor cow **LAR11-039**. Lot 22 has the right traits in conformation, capacity, sound breeding values and a proven genetic track record to make a fine young herd sire. We retain a semen share in this promising young bull.

Calving Ease Value 83	Weaner Calf Value 101	Fertility Value 117	Cow Value 103	Growth Value 102	Birth Mass 37kg Wean Mass 215kg Height 1000 Length 1310 L/H Ratio 1:31
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Lot 23. LAR22-071. One of 13 impressive sons of **LAR17-358** on sale. This herd sire has made his mark in the industry breeding exceptional bulls and females. They are light on birth with remarkable performance and growth, remaining short on the leg with exceptional conformation. Lot 23 is no exception with his attractive dark points and smooth coat, depth, capacity and masculinity. A bull light on birth at 33kg and a heavy weaner for a first calver at 260kg. A bull of this stature will breed heavy growthy weaners, and well adapted females. His dam **LAR19-226** is a beautiful feminine cow who is part of the up grade program at Up George where only the best Bonsmara females were used from the commercial herd. This is the reason why there are 4 exceptional B generation bulls on offer this year. We have used this bull in the stud herd. 2 Co-ownerships have been taken in this bull.

Calving Ease Value 94	Weaner Calf Value 113	Fertility Value 105	Cow Value 109	Growth Value 109	Birth Mass 33kg Wean Mass 260kg Height 1120 Length 1420 L/H Ratio 1:27
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Lot 24. LAR22-216. Another striking son of **LAR17-358**, with notable libido, dark attractive points, good length of body with capacity. A well balanced easy fleshing 4 star bull which can easily be recommended to open heifers. However this bull at birth was suspected to be a twin with a 15kg birth mass, with the second calf never to be found. At 15 kg he was strong and with no assistance developed into a strapping bull! His dam, **LAR19-317** (107/3) has since bred 2 very promising bull calves. This dam's mother, **LAR12-085** is a fertile old cow with 9 consecutive calves, and a good looking daughter of **LAR07-55** (97/9 calves, ICP 378) with 4 daughters in the herd. These tough looking bulls with presence and attitude are the bulls who do well in multi-sire breeding groups. We used this bull in a multi-sire group of stud heifers where he was very active without losing much condition.

Calving Ease Value 134	Weaner Calf Value 112	Fertility Value 100	Cow Value 115	Growth Value 101	Birth Mass 15kg Wean Mass 220kg Height 1020 Length 1300 L/H Ratio 1:27
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27th Up George Production Sale 2025.

With much trepidation and apprehension over the past year we are blessed as a family to have the one constant in our lives, special friends and family with their unwavering support. We are also indebted and grateful to our Bonsmara family and cattle breeders for your inspiration and motivation to keep the flags flying. We are thankful for the opportunity to offer a uniformed quality group of bulls and females on our 27th Auction with the best genetics Up George can offer. Our goal is to strive to supply the beef industry with top quality sustainable genetics which will make an impact as well as to give the young up and coming beef producers' choice in top affordable genetics.

FEMALES ON SALE.

We are offering an extremely high-quality group of females which allows breeders the opportunity to obtain a large selection of some of the top young females in the Up George herd as well as proven Elite cows with exceptional calves. 60 females will be offered which includes top quality proven bloodlines as well as a group of in calf commercial heifers. These calves are of the highest quality and are sired by the best bulls used in the Up George herd including Lot 6 LAR21-462, Lot 10, LAR20-385 and Lot 1 LAR21-336. The sale cows have been running with top herd sires including LAR21-400 (son of LAR13-049), LAR22-506 (LAR17-358 son) and LAR22-403 (Son of LAR19-373). Pregnancy will be confirmed on 2nd July 2025.

VIEWING DAY. Thursday 3rd July 2025.

Viewing Day will take place as usual the day before the sale for interested buyers. There will be an informal viewing day of all animals on sale, as well as the mothers and grandmothers (in herd) of the bulls on sale. These will also be on view on the day of the sale. The viewing of bulls will take place in large camps on the farm at the Up George sale venue. Viewing of all sale cattle is also welcome prior to the sale by appointment. There will be an informal gathering and supper after the viewing of sale animals at the Auction venue Lapa. Accommodation will be available which we can arrange if required. Please don't hesitate to call to arrange accommodation.

(Tutu Ralfe 083 440 3174)

ACCOMMODATION

Accommodation will be available at Fort Mistake Country Lodge. Please contact Div 078 411 0594 at Fort Mistake Lodge, or alternately Tutu Ralfe on 083 440 3174 to arrange accommodation.

FREE TRANSPORT.

All sale cattle will be transported free of charge to all areas in South Africa at the buyer's risk. We request that you insure all animals in transit after the sale. Please give explicit directions and GPS coordinates with the loading instructions. PSG Consultants will be available on the day of the sale to arrange insurance.

AAM LIVESTOCK AGENTS AND AUCTIONEERS.

It is a pleasure for us at Up George to have the AAM team conduct the sale again this year. We are fortunate to work with such a competent, and professional team. We are honored to have world class auctioneer Brandon Leer to conduct the sale for the 27th year. His experience, guidance and friendship are considerably appreciated by us all at Up George.

We would also like to welcome Robert back to the Up George ranks. It's a privilege to share a lifetime of Bonsmara passion with him. We are forever grateful for this opportunity, and we look forward to the future ahead.

For sale terms and conditions, further enquiries, catalogues, and sale information please refer to www.aamkzn.co.za, www.aamkzn.co.za or email at info@aamkzn.co.za or contact Jaco Venter on 072 462 3401 or Vern Van Staden 071 258 4079.

We look forward to welcoming you all on the 3rd and 4th July 2025. For any inquiries, please do not hesitate to contact us.

Kind Regards

Derek, Tutu and Robert Ralfe

071 687 8995 083 440 3174 dralfe@telkomsa.net or tuturalfe@gmail.com